

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

To: Distribution

Date: January 29, 1996

From: J. Yvette Robinson

Subject: CLUB BENSON & HEDGES "CREATIVE LOOK" BRIEF

The following requests the development of a logo treatment and "Creative Look" for the Club Benson & Hedges Club/Bar Program.

PROGRAM BACKGROUND

In 1996, The "Club Benson & Hedges Club/Bar Program will consist of three club nights per week for five consecutive weeks in six markets. There will be fifteen performances (Live Recording Artists) in as many as four to six different clubs within each market. The club nights will feature some of the brightest up and coming stars in urban music. We will deliver a sophisticated program that leverages Benson & Hedges' heritage in music under the "Club Benson & Hedges" umbrella.

PROGRAM OBJECTIVES

- Increase visibility of Benson & Hedges in key Urban Ethnic markets;
- Enhance Benson & Hedges image among Urban Ethnic smokers;
- Create trial and purchase opportunities of Benson & Hedges;
- Generate names for the database; and,
- Generate publicity.

PROGRAM STRATEGIES

- Leverage Benson & Hedges' heritage in music under the "Club Benson & Hedges" umbrella;
- Reach aspirational 21-45 year-old adult urban smoker in an atmosphere of heightened exclusivity, sophistication, and genuine fun;
- Reward Benson & Hedges consumers with free gifts to incent purchase of Benson & Hedges and completion of surveys.

AUDIENCE

Aspirational, sophisticated 21-45 year-old adult Urban Ethnic smoker.

CREATIVE ASSIGNMENT**Objective:**

Achieve a memorable event image with longevity that is transferable among event elements, promotional vehicles, and branded support materials.

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Create an eye stopping visual for ads/posters/flyers that will seize the reader's attention, causing them to read further because they want to know more and be a part of the "new and happening" program. Create a look that will communicate the following:

- 1) Benson & Hedges
- 2) Contemporary Urban Music
- 3) Sophistication
- 4) Unique/Aspirational/Exciting

LOGO ASSIGNMENT

Objective:

Utilizing the present "Club Benson & Hedges" logo (enclosed), develop "creative look" around logo for the following:

- 1) Stage backdrop (nylon) - various sizes i.e., 24' x 10'
- 2) Concert/Speaker Scrims - various sizes i.e., 24' x 16'
- 3) T-shirts (black and white)
- 4) ROP/Print advertising

SPECIAL INSTRUCTIONS

- Logo and "look" must be adaptable to various materials ranging in size and shape i.e., caps, lighters, stationery, bar materials (napkins, bar organizers, stirrers, etc.) banners, POS materials, ROP, print, etc. Agency should present materials with tobacco warning boxes and t&n shown.
- Utilize PMS colors with additional colors.
- Keep number of colors to a minimum; four-color logos work best for the number of different materials that we need to produce.
- Logo should be bright, sophisticated, fun and contemporary.
- POS and print materials should have available space for at least 6 artists names.
- Want to see each execution in three formats (outdoor, print and ROP)
- Keep it simple.
- The "Look" must coordinate with the logo.
- Add life and action to the creative look.

NEXT STEPS

Date

February 23, 1996

Activity

Comps Due

jyr/me

cc: I. Broeman
B. Ferrin
M. Medina
E. Moore

S. Levan
R. Weiner

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